

Message Text

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FM AMEMBASSY MOSCOW

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AMEMBASSY VIENNA

AMEMBASSY WARSAW

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E.O. 11652: N/A

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SUBJ: FY-1975/76 PROGRAM, MOSCOW EXPANDED COMMERCIAL OFFICE (ECO)

USDOC FOR BEWT/RICE

VIENNA FOR EWTC

REF: A) STATE 31509; B) MOSCOW 2788

1. IN REF B, EMBASSY PRESENTED BUDGET ESTIMATES FOR FY-1975-76 OPERATIONS OF EXPANDED COMMERCIAL OFFICE (ECO). FOLLOWING ARE OUR SUGGESTIONS FOR ECO'S PROGRAM DURING SAME PERIOD WITH THEMES WHICH APPEAR BOTH PARTICULARLY PROMISING FROM COMMERCIAL POINT AND ADAPTED TO ECO'S PHYSICAL FACILITIES.

2. AS IN CASE OF EMBASSY WARSAW (WARSAW'S 1211), WE SEE ECO'S OPERATIONS AS DIVIDED ESSENTIALLY INTO THREE GENERAL CATEGORIES: A) SUPPORT OF OFFICIAL US PARTICIPATION IN SOVIET EXHIBITIONS; B) ON SITE SEMINARS/EXHIBITIONS AND TRADE MISSIONS; AND C) SUPPORT OF "BETWEEN-SHOW EVENTS."

3. ON EXHIBIT SIDE, OFFICIAL US PARTICIPATION PLANNED FOR POLYMERY-74" (SEPTEMBER 1974) AND PROJECTED FOR MAY/JUNE 1975 "TELECOMMUNICATIONS" EXHIBITION. IN ADDITION, EMBASSY HAS RECOMMENDED (SEE MOSCOW A-616, 12/30/73) THAT WE PARTICIPATE OFFICIALLY IN FY-76 EXHIBITIONS OF CONSTRUCTION EQUIPMENT AND UNCLASSIFIED

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COMPUTER EQUIPMENT. WE HAVE ALSO SUGGESTED (A-32, 1/29/74)

THAT SERIOUS CONSIDERATION BE GIVEN TO OFFICIAL PARTICIPATION IN SOME OF CY-75 SPECIALIZED EXHIBITIONS.

4. EMBASSY BELIEVES THAT ECO OFFERS GOOD POSSIBILITIES FOR SMALL EXHIBITS/SEMINARS OF TYPE CURRENTLY PLANNED FOR JUNE 24-28 ON INDUSTRIAL QUALITY CONTROL EQUIPMENT. ON BASIS EMBASSY'S EVALUATION OF MARKET POTENTIAL, FOLLOWING THEMES APPEAR PROMISING FOR THIS TYPE EVENT:

- 1) SCIENTIFIC INSTRUMENTS. INCLUDING: A) VACUUM/CRYOGENIC EQUIPMENT; B) CHROMOTOGRAPHY/SPECTOGRAPHY; C) LASERS; D) ANALYTICAL INSTRUMENTATION; E) MATERIALS TESTING EQUIPMENT; AND F) TRANSDUCERS.
- 2) COMPUTER APPLICATIONS, INCLUDING: A) BUSINESS AND TRADE; B) INDUSTRIAL; C) PLANNING AND GOVERNMENTAL USE; D) TRANSPORTATION; E) SCIENTIFIC RESEARCH; AND F) INDUSTRIAL DESIGN.
- 3) COMPUTER PERIPHERALS;
- 4) DATA TRANSMISSION EQUIPMENT;
- 5) EQUIPMENT FOR OFFICES AND RETAIL TRADE, INCLUDING, FOR EXAMPLE: I) POINT-OF-SALE SYSTEMS FOR RETAIL TRADE; II) AUTOMATED FILLING/RETRIEVAL SYSTEMS; AND III) MICROFILMING SYSTEMS.
- 6) FERROUS/NON-FERROUS METALLURGY
- 7) EQUIPMENT AND MATERIALS FOR ELECTRONICS INDUSTRY, INCLUDING DESIGN, TESTING AND PRODUCTION OF SEMI-CONDUCTOR DEVICES;
- 8) PETROCHEMICALS; INCLUDING: A) PLANT DESIGN, FABRICATION AND CONSTRUCTION; B) INSTRUMENTATION AND PROCESS CONTROLS FOR PLANTS; AND C) INSTRUMENTATION FOR RESEARCH WORK.
- 9) OIL-GAS FIELD EQUIPMENT, PERHAPS SUBDIVIDED INTO: A) DOWN-HOLE EQUIPMENT; B) EQUIPMENT FOR ON-SITE COLLECTION, CLEANING/PURIFICATION AND PREPARATION; AND C) TRANSMISSION EQUIPMENT, INCLUDING COMPRESSORS AND INSTRUMENTATION.

5. WHILE THEMES LISTED ABOVE WOULD BE FEASIBLE FOR EITHER SYMPOSIA/EXHIBITS IN ECO OR TRADE MISSIONS, EMBASSY BELIEVES IT WOULD BE DESIRABLE ATTEMPT WHERE POSSIBLE COMBINE TWO AND AVOID CLASSIC TRADE MISSION FORMAT. SOVIETS CLEARLY PREFER TECHNICAL PRESENTATIONS AND DISPLAY OF EQUIPMENT OVER STRAIGHT SALES PITCH ACCOMPANIED BY DISTRIBUTION OF PRODUCT BROCHURES. RECENT ADVANCED BUSINESS SYSTEMS SEMINAR, WHICH EMBASSY JUDGES TO HAVE BEEN OVERALL SUCCESS, IS TYPE OF OPERATION WHICH WE HAVE IN MIND. IOGA-TYPE TRADE MISSION, OVER WHICH OFFICIAL UNCLASSIFIED

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CONTROL IS LIMITED, APPEARS TO HAVE OUTLIVED USEFULNESS HERE.

6. EMBASSY BELIEVES THAT AS EXISTENCE OF ECO BECOMES GENERALLY KNOWN TO US BUSINESS, THERE WILL BE GREAT INTEREST IN SINGLE-COMPANY "BETWEEN-SHOW EVENTS." IN FACT, THIS TYPE OF ACTIVITY IS LIKELY TO BECOME SINGLE MOST IMPORTANT ASPECT OF ECO'S OPERATIONS. DURING RECENT MONTHS, EMBASSY HAS MADE POINT OF ADVISING VISITING BUSINESSMEN OF PLANS ESTABLISH ECO AND HAS

POINTED OUT POSSIBILITY OF HOLDING SINGLE-COMPANY SHOWS IN
ECO. BUSINESS RESPONSE HAS BEEN QUITE ENTHUSIASTIC, AND WE
ANTICIPATE NO DIFFICULTY IN FINDING SUFFICIENT NUMBER OF
COMPANIES ANXIOUS TO USE ECO FACILITIES FOR SUCH SHOWS.
IN FACT, PROBLEM MAY WELL ARISE IN ALLOCATION OF SPACE TO
LARGE NUMBER OF POTENTIAL CLIENTS. IN SEPARATE MESSAGE,
EMBASSY WILL RAISE QUESTION OF HOW WE SHOULD PROCEED IN
BRINGING EXISTENCE OF ECO TO ATTENTION OF US BUSINESS.
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